STUDY OF WORK LIFE BALANCE OF EMPLOYEES IN PRINT MEDIA WITH SPECIAL REFERENCE TO NCR

SYNOPSIS

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1. INTRODUCTION

The essential input for any organization is the Human Resource. The success of the organization depends on the sustainability of its workforce. It depends on the HR policies that contribute to the development of the individual workforce and organizational needs. Hence it becomes the responsibility of the employer to create a healthy work environment for their employees to improve the individual capability to contribute to the organizational goals and individual goals. This depends on the process of recruitment, selection, training, and development of the workforce to retain them for a longer span of employment. The rewards employee receive for their work done will help them to fulfill their individual needs. The learning and earning of individuals should strike the balance between their personal and professional life. The paid and unpaid activities of an individual life show the Work-Life balance. The concept of Work-Life balance in any field has become the order of the day. As such it is essential in the field of Journalism too. This study is focused on understanding the work-life balance of employees in print media industry with reference to NCR region.

1.1 WORK-LIFE BALANCE

Work-Life Balance is a term framed in the 1970s. It was a past, now present, and the next future for both the employer and employee. The "Work" and "Life" are the two folds of an individual. Work comprises of the paid activities that a person contribute to accomplishing the needs of the employer. Life comprises of the unpaid activities that fulfill a person's individual, family, and societal needs.

A person to seek the balance between the "Work" and "Life" is very challenging in the present scenario. The employer has his requirements from the employee and vice versa. The balance between paid work and unpaid work of an employee in the organization is termed as Work-Life Balance. It encourages the employees to allocate the available time as per their priority and strike the balance by giving time to family, friends, self, job, career. It is a very important concept of the business environment that motivates the employees and increases their loyalty towards the organization.

Work-Life Balance "Today" has shifted to integrate mutually the issues and strategies designed to help the workforce for effective management of time. Also, it is extended

to comprise burnout avoidance and manage stress. At present employees wish to have enhanced skills to manage time to be spent with their family and for themselves and not like the 1980s. Nowadays there is a growing importance to make Work-Life balance as gender unbiased. It ought to be realistic equally disseminated across genders.[1]

Yet by way of these steps, still there is a cut off going on among the workforce and HR managers regarding the level of work-life balance. As per the study conducted during February 2015 by "Workplacetrends.com", Human Resource Managers informed that 67% of the employees are attaining work-life balance whereas only 43% of the workers accounted to at the same level.

Employers help the employees through one of the well known and accepted way - the "flexible work schedules" to attain their Work-life balance. Employees have the flexibility to change the work schedule a stringent 9 am – 5pm work per day. Where through prior approval and advanced schedule can provide the employees for the work from 10 am to 6 pm or 7 am to 3 pm. But has its own drawback. Some disagree with this move as it is just a change in the shift time, and will not deal with the requirement of quality time. It is noticed that flexibility of time is good for recruitment that can also be a disadvantage to the young employees as it would result in less pay, stagnate role, and termination.

At a halt, digital combination pressures the liberty got by the time flexibility which blur the line among work - life. Regularly it is found that employees use the flexibility of time to keep on digitally linked to work. It's more and more complex to make out where life starts and work ends.

Further for the tech - the savvy individual is very complex to draw a line among work and life. The discussion going on work-life balance desires to progress since technology culture is always at all times. During the years of communal society, families were occupied in work for livelihood at home or close to home.[2]

While the late 18th and early 19th century due to the division of labour and as a result of technological influence, dissociation of work from family was more stabilized and

men took the key role of bread earners and women took primarily the charge of home and family work. Later on the second fraction of the 20th century, categorization based on gender was revoked as a result of the technological progress and mechanization lowered the dependence on physical stamina in industries thus easing higher involvement of women in the workforce.[3]

Further, in the early 21st century, a wide group of socioeconomic features prominently controlled the work and personal life of employees. Three important groups of such elements are family and personal life, work, and other influences.[4]

The notion of work and family balance has developed substantial concerns in academic and popular media. Academicians have understood that work-family balance influences individual well-being and it is a keystone for a stimulating and efficient society.[5]

Applied experts in policy and business fields toil to find answers to the questions which employees face in merging their work and family lives. Later in the 1950s, at the organizational level a crucial emphasis on long hour culture, unpaid overtime, flexibility at work time, and work escalation have also seen. As a result created higher work-related stress, less involvement in home and family, and employee's demand for shorter working hours. Friction among family and worklife intensified further due to the 24 x 7 work culture becoming popular in the 21st century due to the rise of the service sector industry, technological complexities of the workplace, aging population, and loss of social support network.

Work-life balance is at the center of problems vital to human resource development. Factors of work-life balance have been linked with high employee commitment, and job satisfaction, and behaviour at the organization.[6,7]

The lack of equilibrium, especially relating to conflicts in work and family, has been connected to high turnover intention and high sickness absence.[8,9]

Additionally, work-life balance has been associated with the performance of the employees. This shows either implicitly or explicitly, work-life balance is at the

essence of human resource development which can be a dominant leverage point for advocating individual and organizational strength. Undoubtedly, a study on Fortune 500 companies suggested that organizational strategies that aid employees to improve their work and family lives are simply good business.[10]

1.2 PRINT MEDIA

Media is one of the tools in shaping society. The Media as industry projects the facts of life like religion, politics, employment, health, education, entertainment, sports, crime, event, etc. for the public in society. In an earlier era, it was only a few Newspapers, Radio and Doordarshan in the field of print and electronic media. But in the present era through the advent of technology and the internet, it has grown to a larger frame. Media operates 24 x 7 focusing on the events happening, that is broadcasted live, recorded, printed, or digitalized form of news to the public.

The word “Media” is the plural form of medium, is a mode of communication that disseminates news, entertainment, advertisements, health, education, etc. It consists of newspapers, magazines, television, radio, telephone, Internet, fax, and billboards which are physical or online forms. The term Media is defined as communication means that disseminates everything in the mode from the telephone call to the news on TV channels. Society defines media as a communicator who discloses the facts to the public. When the reach of it to a huge population it is said as “Mass Media”.

There are two major categories of media i.e. Print and Electronic (Broadcast). At present, the Internet has also become familiar as a key performer that is showing quick customer growth through online dissemination of news, entertainment, movie, etc.

The older media is Print Media that is a combination of varieties of publications like journals, newspapers, newsletters, magazines, books, and reports. It till days has a large stake of people, but it is also suffering due to the entry of the Internet at the present.

The start and mid-era of the 20th century are evident for another media called Broadcast Media, which also know as Electronic media that includes Television and Radio. The majority public depends on TV and radio for the news and entertainment. Moreover, since the last 20 years, Television and cable have to gain more importance. But it won't last for long is the expert opinion as the online has overtaken it. The quick upcoming is the Internet, which has to turn out to be a key source of communication to get news, entertainment, social connections, online education material, and so on too huge population. As it is familiar today was not the case until the 1990s. Today it is more than 49% when compared to earlier days it was just 1% of the world's population, who used the internet during 1995.

The media industry is progressively dynamic, developed from a highly intrinsic coalition of individuals and multiple entity workgroups. Bounded with such a design, there is a lack of understanding among employers and employees, with unions and other groups relatively indecisive on concerns of wage negotiation and work policies with nearly on informal recruitment and selection procedures.[11]

The key ideal of the media production industry consists of growingly informal, regular, independent, and project-dependent work with the development of microenterprises and a rapid focus on creative entrepreneurship and freelancing.[12]

Following the rapid growth in the media sphere, employees struggle to endure the high usage of media networks to step into the risky work market. However, the network is a phrase that is always expressed in positive terms as a workable, social, and dynamic option to market forces and corporate bureaucracy.[13]

The media industry operates not only on the foundation of the density of networks but also on the support of structural social conditions.[11]

The Media is a part of the Indian Media and Entertainment (M&E) industry. It is a vital segment intended for the economy and is building an important development pace. It is proved for its flexibility to the globe, the Indian Media and Entertainment industry is on the path of a well-built stage of expansion, supported by increasing customer demand and progressing marketing revenues.

The Media Industry in India started from the time when the late 18th century through the growth of print media in 1780 markdown by the show of “Auguste and Louis Lumière” moving pictures in Bombay during 1895 and radio transmission got commenced in the year 1927. It is said always that media has become the voice of the masses being free and independent to express. The advancement of print media in the nation stands matchless in the globe. India is the largest newspaper marketplace worldwide. Daily more than 100 million sales happen. In India, The Times of India (TOI) English Daily newspaper started its publication in 1838, one of the old newspaper that is still in the market. India’s leading and highly circulated newspaper The Hindu was started by Kasturi Ranga Iyengar in 1878. It is the first paper to which had a website. In India Jugal Kishore Shukla published a newspaper Udant Martand first paper in Hindi. After Independence, at present, the Indian newspaper publications have seen the exponential growth of around 1000 English dailies, 300 Hindi dailies, and various regional languages dailies.

Likewise, the majority of the conventional media modes such as newspaper and radio has faced a slow down with the appearance of electronic media interface. The largest part of the newspaper and magazine publishers comprise the online gateway which is easy to access on the cell phone or laptop via the internet. The supremacy of the online medium is rapidly mounting. The newspaper, blogs, websites, and social media like Facebook, Instagram, and Twitter have got digitalized and seen increased their massive recognition.

The first key newspaper in India in 1780 was an English newspaper published in Hickey's “Bengal Gazette” from Kolkata (formerly known as Calcutta), India. It gave service for two years. It was founded by James Augustus Hicky, a well eccentric Irishman who sent to imprisonment for two years for his work.

In 1822 ‘Bombay Samachar’ was established by Fardunjee Marzban which was published in two languages that are Gujarati and English. At present The ‘Bombay Samachar’ is known as ‘Mumbai Samachar’, which is the oldest continuously in the print newspaper in India. Other publication joins hands as the newspapers such as The

India Gazette in Nov 1780, The Calcutta Gazette in Feb 1784, The Madras Courier in 1785, and The Bombay Herald (1789).

The newspaper has found an incredible increase in number after 1970. For the last 20 plus years, the revolution in Indian print media has taken place. The progression of its function, design, visual presentation and the reading matter has made the print media challenging and competitive. Print media are all the time giving competition to the electronic media by facing the challenges and engaging their readers. As per the report published by Sandhya Keelery on July 7th, 2020 during the year 2019 the Indian Newspaper Industry has generated revenue of 321 billion Indian Rupees, whereas the magazine industry amounted to 12 billion Indian Rupees. Overall, the print media industry in the country showed a growth up by 4.5% in the year 2019 in comparison to previous years.

Thus the influence of media is massive. In the present day, media plays a significant role to build and shape people's viewpoints and strengthening society. It is a democracy tool used constantly to safeguard the community concern adjacent to illegitimate practice, misbehavior; carelessness, and bribery infuse addicted to the line of the nation at a superior rate. Media create awareness in society and it stands for the rights of the community. The power of media on citizens is too influential nowadays that it builds the position and governs their capability of making the decision. Media is unquestionably said as the fourth pillar of the democratic system all along with administrative, judiciary and governing body combating aligned with prejudice, inequity, mistreatment, and domination. Media has been an essential element of human development since the time way back. The media in India is between the oldest and largest in the globe. It is an extremely vital time for the media in Indian to turn into an incredibly powerful resource to inform, educate, entertain, and direct the general public of the country. Besides conventional print media, all the broadcasting and social medium platforms provide an abundantly broaden the horizons of listeners, viewers, and readers in India; this is still telling news chapters of the History of the Indian Media Industry.

2. LITERATURE REVIEW

Doss, C.A.V., investigated the degree of professional stress and expert burnout among instructors. Stress and burnout severity are observed to differ significantly between male and female instructors. The reduced operational situation, time anxiety, people misbehaviour, and reduced operational situation all predicted teacher burnout.[14]

According to K P Aravinda Kumar and Dr.R G Priyadarshini, a high standard of work-life balance is essential to continue attracting and retaining its employees, while from an individual's perspective it has a positive effect on attitudes, morals, and commitment to professional and personal health. The twisted internet's involvement in everyone's daily actions. It is impossible to imagine the internet without social media. Social media use results in both constructive and unproductive behaviour. As a result, the purpose of this research is to assess the usage of social media in personal and professional life in the context of occupational health. It has been shown that the usage of social media in professional life has a substantial influence on the health of the workforce as a result of workplace concerns regarding social media.[15]

A.Vasumati evaluated the literature on women's health measures and discussed the significance of its expansion with the ultimate objective of societal success. The WLB is of major importance to women workers in the current setting, since it pulls on the productivity of women employees as well as the time they expected to devote to their family sector. The researcher examined the WLB's working life balance materials for female employees in terms of the importance of WLB, WLB concepts, WLB structures, WLB facilitators, WLB coping techniques, WLB and final performance, and WLB results. Through a survey of current literature, the researcher addresses many facets of the worker's life balance in this article.[16]

Bhavna Pathak et al. investigate the obstacles and potential for female journalists in the media business in the Bhopal region. The survey was carried out in such a way that respondents found an open environment in which to express their views and ideas, hence reducing data bias. According to the report, atypical working hours, intense pressure, and a lack of maternity leave are important issues influencing the work-life balance of female journalists.[17]

Kumar et al., performed a significant study on the work-life balance of female journalists in the media business. The study included 48 women who completed a structured questionnaire. Descriptive statistics, bivariate analysis, and correlations were used to assess research variables. The study's findings indicate that media professionals have both good and negative affects according to characteristics such as working hours, family duties, and so on.[18]

A.K. Pathak et al., discovered that an organization's profitability and production are dependent on the performance and dedication of its personnel. Every employee has a personal and professional life, and it is difficult to separate the two. Employees must be dedicated and satisfied if a business seeks to increase production and commitment. An individual may do this by living a full life both within and outside of work, and by being accepted and appreciated for the joint benefit of the individual and the business. Organizations are social systems in which human resources are the most critical variables for success and efficiency. To fulfil their goals, organisations require effective managers and employees.[19]

Irene Snyder, investigated work-life balance in newsrooms. A total of 50 in-depth face-to-face interviews were conducted with people working in US newsrooms of varying market sizes, including small and medium market television stations like KCAU (Sioux City, IA), WHTM (Harrisburg, PA), WGAL (Lancaster County, PA), NBC12 (Richmond, VA), NY1 (New York, NY), and WNBC (New York, NY); regional newspapers like Lancaster Newspapers and the York Daily Record; and national news Males had more trouble distinguishing work and life than females, according to the findings. Females, on the other hand, reported more favourable work-to-family spillover than males. Those working in print and television newsrooms said digital technology made it even more difficult to manage work and family life.[20]

Aruna Deshpande et al., investigated the working-from-home issues that have now permeated both personal and professional settings at this stage of the pandemic. Even those who previously questioned the usefulness of remote teams are now embracing it as a new way of working. Staying connected by rebalancing and using digital tools. When you need to be more mindful of your working style, look for ways to work

smarter rather than harder. Maybe it's time for the work-life balance to be set down, and, instead, adopt the phrase work-life integration. People who make these adjustments may discover that their resilience improves as a result of accepting and absorbing the numerous demands on our time and talents, such as employment, health, responsibility, and family. Occupational health, digital, job, personal, epidemic are all keywords.[21]

Silaban, H., and Margaretha, M., investigate the impact of work-life balance on millennial generation employee satisfaction and retention in Bandung, Indonesia. According to the findings of the study, work-life balance has an influence on job satisfaction of up to 8.3% and an effect on employee retention of 4.4%. One of the management implications of the research findings that may be adopted is that organisations should give a nice working environment and amenities to enhance employee motivation.[22]

Gargi Chaudhary and Dr. Ashok Kumar, conduct research on the work-life balance of female journalists in the media business. Female journalists work long hours with little relaxation, making it difficult for them to maintain a balance between personal and professional life. As a result, striking a work-life balance in the print media business is essential for working women to maintain a decent quality of living. The study used a structured questionnaire with 50 female respondents to gain their opinion on the balance between work and health. This study looked at the influence of women journalists' work-life balance on their personal and professional lives. It also highlighted how managers might assist female employees balance their personal and professional life by setting particular goals. This research attempts to investigate the complicated issues that working women confront in balancing their personal and professional life. This research looked at a variety of factors that influence work-life balance. The findings also demonstrate that the work-life balance of female journalists has an impact on their overall quality of life.[23]

The goal of Weerarathna R, et al., is to identify factors that have a major influence on the work-life balance of software engineers in Sri Lanka, during WFH. As a result, the study concludes that strong support and trust offered by supervisors, as well as a dedicated distraction-free workplace, are effective approaches for demarcating the

border between work and life. The study's distinct results would largely be beneficial for software developers to dive into a balanced state of work and life not only during Covid-19, but also in the future. The study's findings will also help software industry people and politicians in Sri Lanka and other poor nations build effective methods to support software professionals who WFH. Furthermore, given the IT industry's substantial contribution to Sri Lanka's economic growth during Covid-19, the findings of this study would be very beneficial in indirectly assisting IT-services-supported economic growth in Sri Lanka during the pandemic's sufferings.[24]

Dave B. Buragay's, goal is to determine the work-life balance of print journalists in the State of Qatar. Print journalism has always been a time-consuming endeavour. This can sometimes take longer than required. This creates a barrier that makes journalists' lives more difficult by combining work with their personal lives while maintaining work ethics and maintaining the secrecy of their occupations while connecting with loved ones. With Qatar's tight media standards, journalists find it difficult to carry out the procedures. Four topics arose from the study's participants' verbal debates. These are as follows: (1) Managing Work Schedules, which includes the subthemes of Time Relativities and Time Managements; (2) Creating Work-Life Balance, which includes Personal Boundaries and Personal Conflicts; (3) Maintaining Intimate Relationships, which includes the subthemes of Personal Relationships and Personal Well-Being; and (4) Respecting Cultural Differences, which includes the subthemes of Cultural Barriers and Cultural Meanings.[25]

3. IMPORTANCE OF THE STUDY

The Indian Media and Entertainment is showing its rapid growth, where the print media has shown the growth from 2017 to 2021 from Rs 1,473 billion to Rs. 2032 Billion as per the Audit Bureau of Circulation Report. They are expected to grow their industry with the use of the internet, where the digitalization is playing an important role. Nearly 4 million people around the country are working in the media industry. It has created more opportunities for young blood to opt for this industry.

News Media is a platform to serve the public. The workforces in this sector are accountable for the people in society as they are the disseminators of information about the event that occurs in and around us to the public. The news will have an impact on the public; hence the journalist's profession is a responsible job to take the public on the right path. During the course of their role responsibility, they have to maintain integrity, social responsibility, and due respect for the public through true information. Journalists need to be respected and given due consideration by their organizations for the work done. The nature of the journalist is long working hours, unexpected assignments, challenging work environment, family responsibilities, and personal lifestyle. Therefore the study of Work-Life Balance of employees in print media is to understand the equilibrium between Work and Life, professional stress, quality of life, and its impact, also to contribute the sector with the standard for improvements. The outcome will be the support for media persons, policymakers, organizations, journalists associations, and all other stakeholders who are associated with this industry.

4. RESEARCH PROBLEM

Indian Media and Entertainment is part of the Print Media Industry. It is based on Knowledge and Information that plays a key role in the dissemination of facts and figures in the areas of education, sports, cultures, politics, entertainment, etc. at the global reach. The print media employee work as facilitators of sharing this knowledge and information to the society for the development of the public and the country. Like other professions, this also faces problems due to the curial nature of executing their duty with the odd time frame of 24 x 7 that leads to an imbalance amongst the journalists at work and family. Both male and female print media employee have their

own family that needs their attention, where it creates an experience of personal stress and professional stress due to the odd work nature to them in most of the cases.

In this context the Work-Life Balance of print media employee is questionable. Therefore this research study focuses on the investigation of various issues related to the print media employee in their profession and personal life.

Also, this sector has inadequate regulatory laws for the safety and security of individuals for the duty they render. At present the profession is attracting the young blood more and more, meanwhile, it is very challenging for females who choose to be a print media employee. The research in this area is found to be less based on the review of the literature. Hence the researcher contributes to the field of print media through the study of Work-Life Balance of print media employee working in the print media industry of NCR region.

5. SCOPE OF THE STUDY

The area Work-Life Balance chosen for the study has widespread in all the sectors. It is emerging as a most essential construct for both the employer and employee in the society. At the outset, the employee expresses to impress themselves as performers and find satisfaction with all the activities. On the other hand, employers expect to gain respect through the contributions given by the employees to render service or produce the products for the society to fulfill human needs.

The print media industry consists of Media as a disseminator of information for the public through print mode. The study is focused on the print media employee Work-Life Balance in print media NCR region of UP. The scope is limited to the Work-Life Balance of the print media employees working at the major parts of news media in newspapers at Meerut, Ghaziabad, Gautam Budh Nagar, Buland Shahar, Baghpath and Hapur districts.

The two folds of Journalist as creator and disseminator of information on any events that occur in the society to the public is through different professional roles. They are

Chief of News Bureau, Editor-in-Chief, Editor, Sub-Editor, Editorial Secretary, Senior Reporter, Reporter, Correspondent, Special Correspondent, Photographer.

The study is to understand the print media employee' Work-Life Balance in the print media field and professional stress experienced by them to achieve their goals. The gravity of journalists at work is very curial as productivity has a positive and negative impact on themselves, as well as on the public.

In this dimension, the outcome of the study is a contribution to the print media employees, media organizations, government, and public for the positive implications of Work- Life Balance for the workforce in the print media industry.

6. OBJECTIVES OF THE STUDY

- To explore the insights of the Work-Life Balance of print media employees.
- To identify the factors influencing the Work-Life Balance of print media employees.
- To assess the level of Professional Stress experienced by print media employee based on gender and media-wise.
- To examine the role of Stress on Work-Life Balance of print media employees.

7. HYPOTHESIS OF THE STUDY

H1: There is no significant difference in the Work-Life Balance of the Male and Female print media employees.

H2: There is no significant difference between male and female print media employees in their level of professional stress.

H3: There is no significant relationship between the Role of Stress and the Work-Life Balance of print media employees.

H4: The selected factors are not significantly influencing the Work-Life Balance of print media employees.

8. RESEARCH METHODOLOGY

Descriptive research method will be adopted to conduct research work. The research will consists of both qualitative and quantitative data collected for the study. This method has been adopted to conduct research work. The data collected or the purpose of the research will be both primary data and secondary data. The populations of the journalists of NCR region are chosen for the research. The compilation of population data is based on the information available with the Department of Information and Public Relations, Press Clubs, and Journalists. The population data compiled is also based on the interaction with various Bureau heads, senior-most journalists, and HRs of this sector. The sampling frame for the study consists of the units in print media organizations of NCR region on the basis of data provided by the Department of Information and Public Relations, Press Club, and Journalist Associations. The technique adopted for the study is Non-probability sampling. The Convenience sampling method and Snowball sampling method will be adopted to get the responses from the respondents. The places will considered for research Noida, Ghaziabad, Meerut, and Hapur. The sample size of the respondent for the study will be 300. The qualitative and quantitative data have been analyzed with the help of
Software's IBM SPSS 26 and M.S. EXCEL. The Tools considered for the data analysis will be Percentage Analysis; Descriptive Statistics Mean and Standard Deviation; and Inferential Statistics for hypothesis testing Independent T-Test, ANOVA, Correlation, Correlation Co-efficient.

9. LIMITATION OF THE STUDY

- The lack of a database on working print media employees has limited the accuracy of the population.
- The study is restricted only for journalists working in print media.
- The journalists were reluctant to express the facts about their organization and the profession might be a chance of biased opinion in few aspects of research.
- The area covered for research is only NCR region.

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10. PROPOSED CHAPTERIZATON

CHAPTER - 1

INTRODUCTION

CHAPTER 2

REVIEW OF LITERATURE

CHAPTER - 3

THEORETICAL BACKGROUND OF THE STUDY

CHAPTER - 4

RESEARCH METHODOLOGY

CHAPTER - 5

DATA ANALYSIS AND INTERPRETATION

CHAPTER - 6

CONCLUSIONS AND SUGGESTIONS

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